

UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D. C.

**FILED**  
SEP 27 1961  
Registration Section  
DEPARTMENT OF JUSTICE

EXHIBIT C

REGISTRATION No. 1481

TO REGISTRATION STATEMENTS

Under the Foreign Agents Registration Act of 1938, As Amended

Furnish this exhibit for each FOREIGN PRINCIPAL of the Registrant.

THIS EXHIBIT WILL NOT BE ACCEPTED FOR FILING UNLESS IT IS REASONABLY COMPLETE AND ACCURATE.

1. Name and address of Registrant, **Ruder & Finn Incorporated**  
**130 East 59th Street**  
**New York 22, New York**
2. (a) Name of Foreign Principal, **Japanese External Trade Organization**

(b) Principal address of Foreign Principal, **393 Fifth Avenue**  
**New York, New York**

3. If the Foreign Principal is a foreign government, state the following:

Branch or agency thereof represented  
by Registrant

Name and title of official with  
whom Registrant deals

Inapplicable

4. If the Foreign Principal is an individual (natural person), state - **Inapplicable**

(a) All present business and residence addresses not given under item 2(b).

(b) Citizenship or nationality:

- (c) If an officer, employee, or agent of a foreign government, foreign political party, or any official or agency thereof, state -

Name of such government,  
political party, official, or  
agency

Nature of Foreign Principal's  
office, employment, or  
agency

Nature of any subsidy  
or other financial  
arrangement

5. If the Foreign Principal is not an individual (natural person) or a foreign government, state the following:

(a) Type of Foreign Principal's organization.

Committee \_\_\_\_\_ Voluntary group \_\_\_\_\_ Association **X** \_\_\_\_\_  
Partnership \_\_\_\_\_ Corporation \_\_\_\_\_ Foreign Political Party \_\_\_\_\_  
Other (specify) \_\_\_\_\_

(b) Date and place of organization. **February 1958, Japan**

*Term 1d*  
*9-30-86*

(c) All partners, officers, directors, and similar officials of the Foreign Principal.

*Name and address of official*

Jiro Tokuyama  
393 Fifth Avenue  
New York, New York

*Position, office or nature of duties*

Director of Public Affairs & Display

(d) List, if any, all of the Foreign Principal's branches and local units and other component or affiliated groups or organizations in the United States and elsewhere.

*Name and address of branch, unit  
group, or organization*

*Nature of connection with foreign  
principal*

Representative or service office

New York Trade Center, New York, New York  
San Francisco Trade Center, San Francisco, Calif.  
Toronto Trade Center, Toronto, Canada  
Cairo Trade Center, Cairo, Egypt  
Hong Kong Trade Center  
Chicago Trade Office, Chicago, Illinois

" " "  
" " "  
" " "  
" " "  
" " "

(e) Branch of group, if any, represented by Registrant.

New York Trade Center  
393 Fifth Avenue, New York, New York

6. If the Foreign Principal is not a foreign government but is supervised, directed, or controlled by a foreign government, foreign political party, or an official or agency thereof, or by any other person or persons, state -

*Name of such government, political  
party, or other persons*

*Nature and extent of supervision,  
direction or control*

Inapplicable

7. If the Foreign Principal is not a foreign government but is financed or subsidized in any way by a foreign government, foreign political party, or an official or agency thereof, or by any other person or persons, state -

*Name of such government, political  
party, or other persons*

*Nature and extent of such financing  
or subsidization*

Inapplicable

8. If the Foreign Principal is not a foreign government, state nature of all its businesses, occupations or functions:

Jetro was organized for the purpose of developing the foreign trade of Japan. The Japanese External Trade Organization provides potential investors in Japan with information about opportunities in Japan as well as providing information in the United States about Japanese product and commodities.

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DEPARTMENT OF JUSTICE

REGISTRATION No. 1481

MEMORANDUM DESCRIBING AN AGREEMENT BETWEEN  
RODER & FINN INCORPORATED AND THE JAPANESE EXTERNAL TRADE ORGANIZATION  
FOR THE CONDUCT OF A PUBLIC RELATIONS PROGRAM IN THE UNITED STATES

The Registrant has an interim understanding with the Japanese External Trade Organization (JETRO) by which JETRO will pay the Registrant at the rate of  $1\frac{1}{2}$  times the salary of personnel assigned to the account on an hourly basis plus a management fee of \$75 per day whenever JETRO requests work to be done for them. There is no official agreement or contract with JETRO as of this date although it is expected that a contract setting up a fixed monthly fee will be signed in the near future. All expenses incurred by the Registrant on behalf of JETRO will be reimbursed at cost.

AGP:jk

September 21, 1961

EXHIBIT B

**HERBERT M. KRAUS & CO.**

SUITE 1510 • 75 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS • RAndolph 6-7891

Herb Kraus  
(Night Phone - GR 2-1587)

or

Mort Kaplan  
(Night Phone - OR 6-0792)

**FILED**  
SEP 27 1961  
Registration Section  
DEPARTMENT OF JUSTICE  
FOR IMMEDIATE RELEASE:

FOR: JETRO, CHICAGO  
(JAPANESE EXTERNAL TRADE  
ORGANIZATION)

REGISTRATION No. 1481

U. S. CAN DOUBLE SALES TO JAPAN BY 1970  
SAYS JAPANESE TRADE EXECUTIVE

Chicago, Illinois, August 2, 1961 -- American Businessmen can look forward to a "three billion dollar market" in Japan by 1970 -- twice its present size -- the head of the Japanese exhibit at the 1961 Chicago International Trade Fair stated today.

Mr. Kiyoshi Yamamoto, director of Japan's 14,000 square foot exhibit, the largest at the Fair, said that his country is now America's best customer for agricultural products and America's second best customer if total U.S. exports are taken into account.

In turn, the United States is Japan's number one foreign market.

"Last year we sold you more than one billion dollars worth of Japanese goods", Yamamoto said.

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9-30-86

Many of the products now being sold to Americans are on exhibit at the 1961 Trade Fair at McCormick Place, Mr. Yamamoto indicated the variety of goods on display. "Purchasing agents will find several pieces of heavy machinery and other capital goods. Students and scientists will discover excellent telescopes, highspeed cameras, and other high precision optical instruments. Weekend sailors will enjoy boats of several designs and materials. And consumers of every taste will find an exciting variety of cultured pearls, fishing nets, wall paper, silk goods, ski shoes, canned goods, sewing machines.

Reviewing the last twelve years, Mr. Yamamoto credited American economic assistance and Japanese skill and hard work as the reasons for his nation's rapid industrial growth. "Industrial production is now three times higher than prewar. Japan has indeed joined the Western nations in the community of free, industrial societies", he said.

As Tokyo director of the Japanese External Trade Organization, Mr. Yamamoto invited American businessmen to use the services of his organization -- known as JETRO -- to develop commercial contacts in Japan and facilitate trade transactions with Japanese companies. JETRO maintains offices in Chicago, New York, San Francisco, and Los Angeles.

He assured American businessmen and consumers of an orderly exchange of high quality goods. "We have instituted high standards of inspection and quality control throughout Japan", he said.

Mr. Yamamoto stated, "To minimize the impact of Japanese exports on American industry, we have instituted controls on some fifty principal commodities, including cotton products, tuna, plywood, and transistor radios. These products represent about forty per cent of the goods sent by Japan to the United States each year."

He pointed out that his country is aware of segments of American industry... which are concerned with limitation of imports from Japan". Mr. Yamamoto expressed the hope that with a continuing expansion in the American economy through "the Soaring Sixties", the U.S.A., "as the leader of the Free World, will adhere to liberal trade practices."

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FROM: Albert Feldman  
RUDER & FINN INCORPORATED  
130 East 59th Street  
New York 22, New York  
PLaza 9-1800

FOR IMMEDIATE RELEASE

FOR: JAPAN TRADE CENTER NEW YORK  
A Service of  
JETRO, The Japan External Trade Organization

REGISTRATION No. 1481

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**152 PRODUCTS  
MAKE THEIR BOW AT  
SHIZUOKA (JAPAN) SUNDRY GOODS SHOW**

Strictly Japanese -- designed for modern American tastes. That is the keynote of 152 products from Shizuoka Prefecture in Japan -- on display this week (through September 7) at the Japan Trade Center, 393 Fifth Avenue.

Shizuoka is on Japan's Pacific Coastline, 130 miles southwest of Tokyo. The area is well-known for its handicrafts and sundries, utilizing paper, wood, and textiles.

To highlight the prefecture's agricultural products, an attractive Japanese girl has been giving away Mandarin Orange segments and cups of Green Tea, refreshing passersby wearied by the rigors of Manhattan's traffic and torrid temperatures.

Display headquarters, just a few steps from the bustling Fifth Avenue thoroughfare at 36th Street, offers a cool contrast to the crowded sidewalks. Bamboo lamps, walnut bowls and trays, unique glass fibre lamp shades, high candy-dishes with stands (Tacatsukis) and sophisticated vinyl walking shoes suggest a home-away-from-home to the tired pedestrian.

Among the goods and products on display at the Japan Trade Center's Shizuoka Exhibit are handbags, bread baskets, jewel boxes, wall hangers, handkerchief and cigarette boxes, sewing boxes, table cloths, negligees,

fishing reels, and salt and pepper shakers.

Many of the goods produced in Shizuoka Prefecture are already being imported by the United States. Some have been associated with this section of Japan for many years. But business and government leaders are now applying new design principles to their handicraft and industrial products.

Mr. Motoyasu Ogawa, Director of the Shizuoka Department of Commerce and Mr. Kenro Kagawa, Director of the Prefectural Wooden Products Laboratory are here on their first trip to New York City. In describing Shizuoka's outlook on U.S.-Japan trade, they find in the current exhibit solid evidence of their efforts to please the modern American taste for functional, quality products -- while remaining true to the Japanese conception of materials and design. Two American designers -- Mr. Paul O. Matte of San Francisco and Mrs. Dorothy Liebes of New York -- have made frequent trips to Shizuoka to provide guidance to her craftsmen with regard to American consumer preferences.

To further improve product quality and design, and distribute research results to Japanese manufacturers, Shizuoka Prefecture has set up an Industrial Research Institute. The Institute gives three-month courses of instruction, which, according to the Japan Trade Center in New York, are heavily attended.

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FOR: JETRO, CHICAGO  
(JAPAN EXTERNAL TRADE  
ORGANIZATION)

FOR IMMEDIATE RELEASE

TEXT OF ADDRESS BY MR. KIYOSHI YAMAMOTO, IN CHICAGO,  
AUGUST 2, 1961

Thank you very much for your welcome. Thank you also for giving me this opportunity to speak to you in the midst of this busy day.

Your wonderful International Trade Fair is a symbol for all the world to see. Here in Chicago, the people and the products of twenty-six nations are gathered to demonstrate the desire and the ability of all of us to improve our own way of life and the lives of our neighbors around the world.

Through trade, each country contributes its own flavor, its own industry and artistry to the progress of all nations. World commerce presents a most unusual opportunity in which competition and the enlightened self-interest of the individual businessman, work toward the welfare of consumers in all countries.

Today I would like to acquaint you with a few of the ways in which Japan has been growing, so that you will come to understand some of the opportunities you have, through trade with our country, to increase your profits here in the United States.

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The Japanese section of the International Trade Fair gives you some idea of Japanese economic growth in recent years. Purchasing agents will find several pieces of heavy machinery and other capital goods. Students and scientists will discover excellent telescopes, highspeed cameras, and other high precision optical instruments. Weekend sailors will enjoy boats of several designs and materials. And consumers of every taste will find an exciting variety of cultured pearls, fishing nets, wall paper, silkgoods, ski shoes, canned goods, sewing machines -- and even a pre-fabricated house. Many of these products are now widely distributed in this country.

A few short years ago, very few Americans knew the name of a single Japanese manufacture. Moreover, many Americans carried with them an ancient prejudice that Japanese goods were cheap and not well-made. We have instituted high standards of inspection and quality control throughout Japan. Thus we hope to overcome this prejudice and make the road easier for Japanese firms, and American traders alike. The Japanese government and Japanese industry are determined to make all of our products synonymous with high quality and excellent value in the minds of American consumers from coast-to-coast. Chicago's International Trade Fair and the products on display here represent the continuing steps which we are taking in this direction.

The "quality" picture is here for all of you to see. But, if you are not well acquainted with Japan, there is another portion of this picture, which must be seen to be appreciated. That is the story of quantitative growth, which when combined with our "quality story", makes the last decade one of the most exciting in Japanese economic history.

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Just sixteen years ago, Japan's newly-built economic machine lay in ruins. Forty-five per cent of our industrial equipment had been destroyed; production had fallen by seventy per cent; three of our largest cities and many smaller ones lay in ruins. The labors of seventy-five years had been lost. Fortunately, we found a friend in the United States.

We are deeply grateful to your Government and you, the American people, for your economic assistance and your wholehearted guidance in enabling us to make the start toward our position of today. Americans and Japanese in all walks of life can take pride in the fact that Japan has been able to become a self-sustaining nation through friendly co-operation between our two countries.

During the past twelve years, with your help and the skill and industry of our own people, the Japanese economy has taken long strides forward. Industrial production is now three times higher than prewar. Japan has indeed joined the Western nations in the community of free industrial societies.

Japanese-American co-operation has grown as the Japanese economy has developed. And today this exchange is a two-way street, well-travelled in both directions by the businessmen of America and Japan.

You are now our best customer. Last year we sold you more than one billion dollars worth of Japanese goods. And we, for our part, are your best customer for agricultural commodities and machinery, and your second best customer if all categories of American exports are taken into account. Last year Japan imported one and one-half billion dollars worth of products from the United States. It is our plan to double this figure by 1970, so that you will find in Japan a three-billion dollar market before the end of what you

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three-billion dollar market before the end of what you call, and what we believe will prove to be, the Soaring Sixties.

To be sure, like all rapidly developing countries, we have our problems. But these problems are being worked on conscientiously, and, with the goodwill of all parties, will one day be solved. Our gross national product has risen an average of eight per cent in each year since the war. 1960 ran fifteen per cent ahead of 1959. Our workers are earning some five per cent more each year; and because productivity is rising even faster than wages, we have succeeded in curbing inflation.

The record shows that the American economy is benefiting and the American businessman profiting from trade with Japan. But, along with the success of American exporters and importers, other segments of American industry have expressed concern about limiting imports from Japan.

You should know that we are making every effort to see that our export trade with the United States is conducted in an orderly fashion. Many of our exports are limited by export quotas on which both the Japanese government and Japanese industry completely agree. To minimize the impact of Japanese exports on American industry, we have instituted controls on some 50 principal commodities, including cotton products, tuna, plywood, and transistor radios. These products represent about forty per cent of the goods sent by Japan to the United States each year.

As a result of this policy, our share of the American market has been reduced. In cotton textiles, for example, Japan supplied seventy per cent of U.S. imports in 1956. Today, five years after the establishment of voluntary quota limitations, Japan now has only twenty-three per cent of  
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this American import market. Other textile-producing countries, which have no quotas, have increased their exports to the United States at Japan's expense.

Japan will continue its policy of maintaining orderly trade with the United States. Japanese businessmen have shown every desire to co-operate in this endeavor. It is our hope that as the American economy continues to expand, you, as the leader of the Free World, will adhere to liberal trade practices.

The presence of a prosperous Japan, as you know, is of utmost importance to the stability of Southeast Asia. To help the developing economies of Asia and Africa, Japan has undertaken its own program of foreign aid. At present we are investing in these countries at the rate of \$100,000,000 a year--and it should be noted that this investment represents, at least at the outset, the export of hard-won Japanese capital.

We hope that American businessmen will come to the International Trade Fair. We hope that after they see our products, they will consider carefully the advantages to themselves, their companies and to the American economy of a trade relationship with Japan. If we can be of any assistance whatever, in establishing business contacts in Japan, conducting market surveys, or facilitating your trade transactions with Japanese companies -- please contact the Japan Trade Center or the Japanese External Trade Organization -- known as JETRO -- in Chicago, New York, San Francisco or Los Angeles. We are at your service.

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Speaking to you here in Chicago, I am pleased to note that each year the Midwest share of Japanese-American trade has become larger. Much of the machinery that we import from you and many of the agricultural products-- soy beans, corn, and wheat -- are sent to Japanese ports from Illinois and neighboring states.. In 1960, we bought \$140, 000, 000 in goods and products from Illinois, and we sold to Illinois \$50, 000, 000. The ships of two Japanese lines -- Iino and Mitsui -- are now plying a regular trade route between Lake Michigan and Japan. We trust that this trade relationship will grow with each passing month.

Japan and the United States, in entering the second century of our relationship, have woven strong ties of interdependence as influential members of the Free World. The ties that bind our two countries are spun from a strong combination of enlightened self-interest and mutual confidence. The Japanese people firmly believe that these bonds will serve the cause of world peace and world prosperity.

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